

# SALIENCY INDEX

The Essential Tool for  
Measuring and Enhancing  
Corporate Reputation



**salient** ◆

# THE VALUE OF REPUTATION

Your reputation is one of your organization's most valuable assets. It takes years to build, but only moments to damage or destroy.

At Salient, we understand that managing your organisation's reputation is critical to its success.

We know the business benefits of having a strong reputation, such as improved financial performance, increased employee engagement, innovation and productivity, and greater resilience.

In the words of Warren Buffett

**"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."**



*Warren Buffett*

# YOUR REPUTATION MATTERS

Unlike your brand, which you own, reputation is owned by your others. It's how your audiences see you, not how you see yourself.

And, like your brand salience, you can take steps to manage and enhance your reputation.

But you can't manage what you don't measure. That's why we've developed the Saliency Index, a powerful tool to help you measure and enhance your reputation.

In the  
words of  
Robert  
Burns

**“O, wad some Power the giftie gie us  
To see oursels as others see us!  
It wad frae monie a blunder free us.”**



*Robert Burns*

# MEASURE WHAT MATTERS

To measure the impact of communication activities, it's important to focus on what matters rather than just what can be easily measured.

While it's easy to measure outputs, this doesn't reflect the reputational impact of communication.

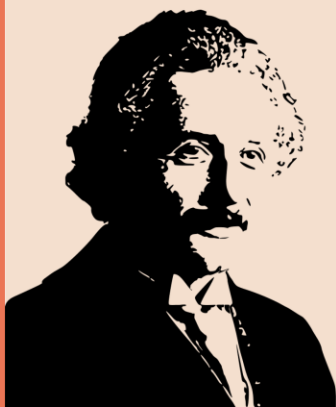
It is important to consider what factors impact and influence your reputation, that's what matters

Saliency index is calculated against three pillars:

- ◆ Market - who you want to influence
- ◆ Message - what you want them to believe
- ◆ Media - how you reach them

In the words of  
Albert  
Einstein

**“Not everything that can be counted counts, and not everything that counts can be counted.”**



*Albert Einstein*

# PILLAR 1 MARKET

Different audience groups have different levels of influence on your success.

When measuring reputation, it is important to weight audience perceptions based on their level of importance.

Pillar 1 evaluates your audience perceptions based on:

- ◆ Saliency
- ◆ Familiarity
- ◆ Favourability

## Saliency

Urgency

Legitimacy

Power

## Familiarity

Recency

Frequency

Similarity

## Favorability

Expectations

Experience

Advocacy

# PILLAR 2 MESSAGE

Your messaging should reflect what you want to be known for.

Saliency Index evaluates the impact of your messaging with your target audience groups weighted by their level of saliency.

Pillar 2 tests your messages by each audience group for:

- ◆ Recall
- ◆ Resonance
- ◆ Relevance

## Recall

Definitive

Dangerous

Dominant

Dependent

## Resonance

Definitive

Dangerous

Dominant

Dependent

## Relevance

Definitive

Dangerous

Dominant

Dependent

# PILLAR 3

## MEDIA

The media landscape is continuously evolving and interconnected, making it difficult to understand which communication channels have the most impact.

Pillar 3 evaluates the effectiveness of your paid, earned, shared and owned channels through:

- ◆ Reach
- ◆ Sentiment
- ◆ Engagement

### Reach

Paid

Earned

Owned

Shared

### Sentiment

Paid

Earned

Owned

Shared

### Engagement

Paid

Earned

Owned

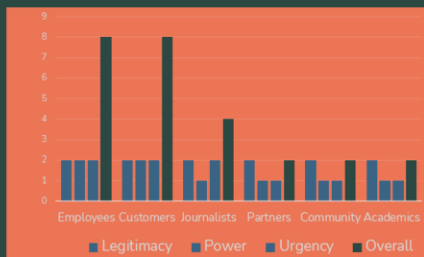
Shared

# SALIENCY REPORT

Saliency Index provides a comprehensive reputation evaluation report that is summarised in a 1-page dashboard, providing a baseline for reputation benchmarking and tracking.

The key benefits of investing in the Saliency Index are outputs that are:

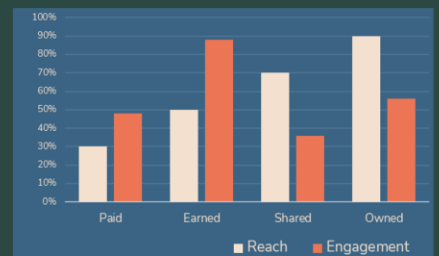
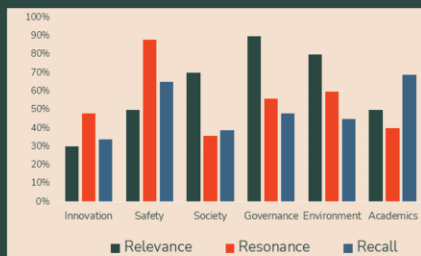
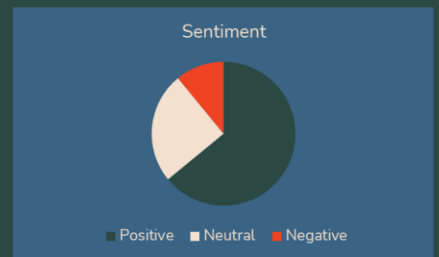
- ◆ Insightful - savvy
- ◆ Actionable - canny
- ◆ Impactful - gutsy



## Saliency index

64.5%

- Market
- Message
- Media





# ACTIVELY MANAGE YOUR REPUTATION

Don't leave your reputation to chance.

Discover how the Saliency Index informs effective communications that positively enhances your reputation and builds authentic relationships with your stakeholders.

Saliency Index provides actionable insights to help you improve the effectiveness, efficiency and impact of your communications.

Invest in Saliency Index today because your reputation is worth it.



For more information contact  
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